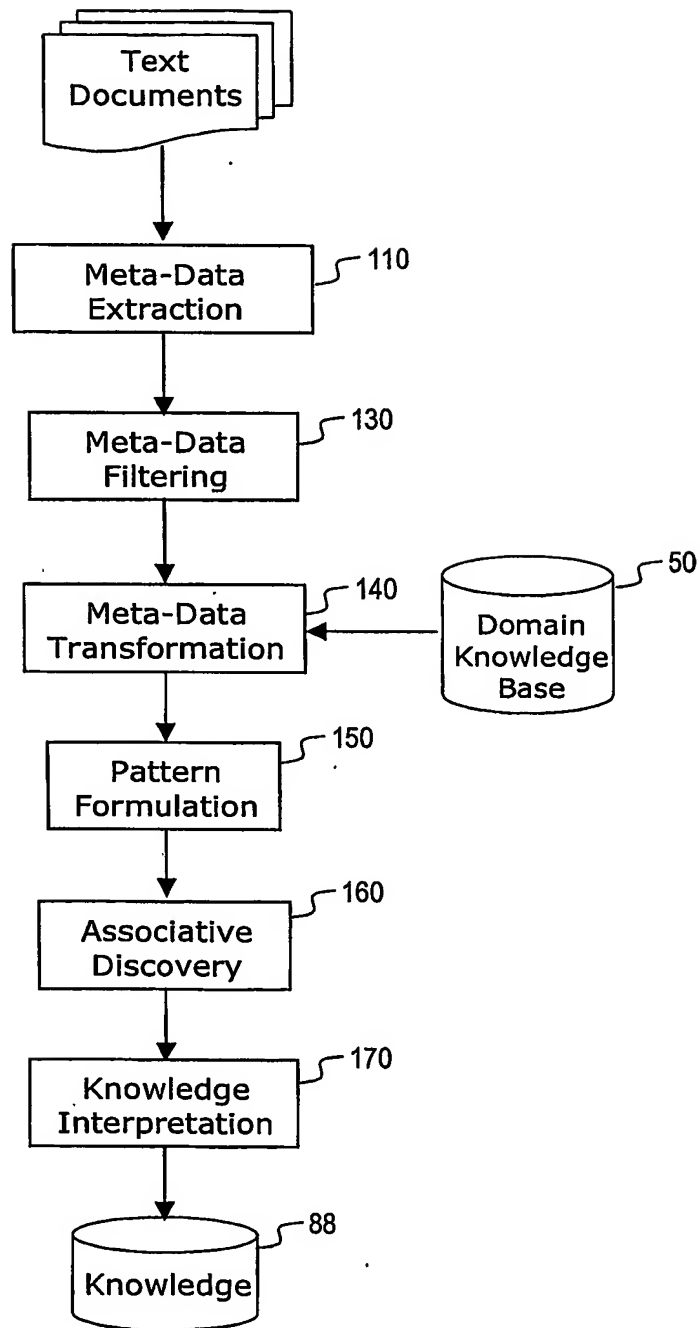
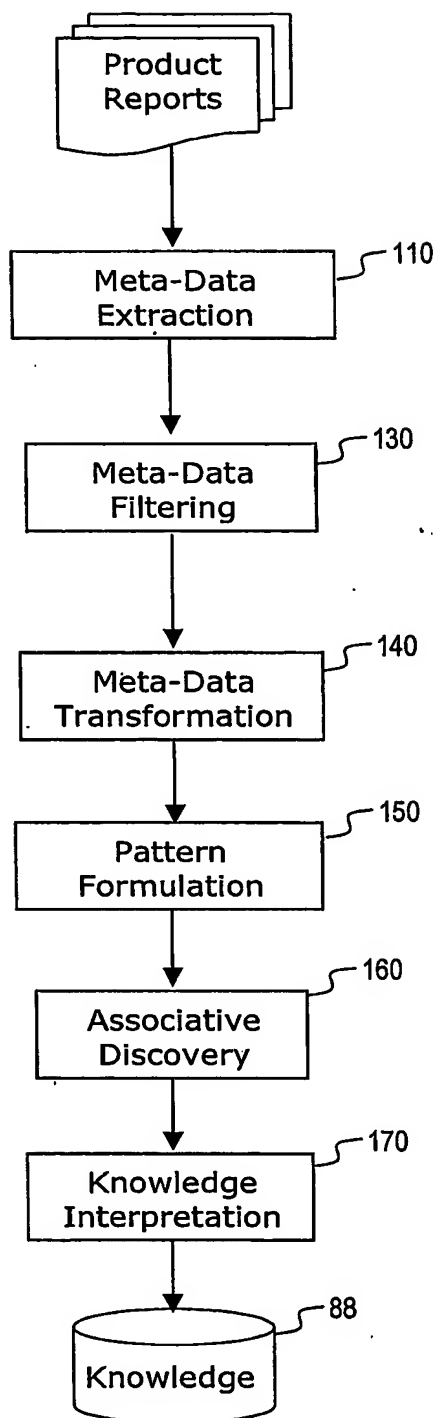


FIG. 1

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**FIG. 2A**



Product A is believed to be associated with cancer ...

...

(Product A,  $\rightarrow$ , cancer)  
 (Product B,  $\rightarrow$ , cancer)  
 (Product B,  $\rightarrow$ , high blood pressure)  
 (Product C,  $\rightarrow$ , heart attack)

...

( $P_A$ ,  $\rightarrow$ , cancer)  
 ( $P_B$ ,  $\rightarrow$ , cancer)

...

*Product to Product Attributes*

$P_A$  to  $r_{A1}, r_{A2}, \dots, r_{AN}$

$P_B$  to  $r_{B1}, r_{B2}, \dots, r_{BN}$

...

(( $r_{A1}, r_{A2}, \dots, r_{AN}$ ), C)  
 (( $r_{B1}, r_{B2}, \dots, r_{BN}$ ), C)

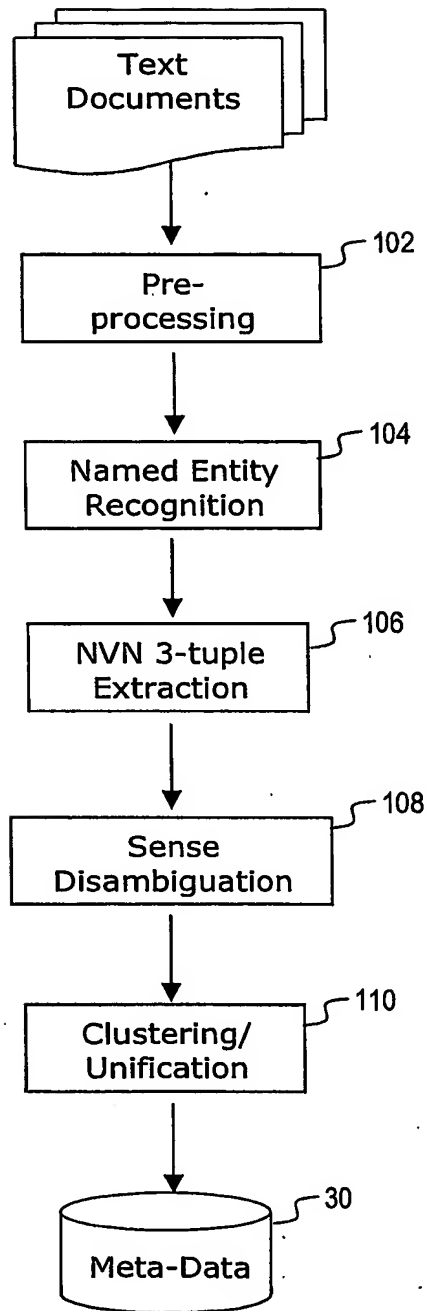
...

E.g.,  
 manufacturer  $\rightarrow$  Cancer  
 component<sub>A</sub>, component<sub>B</sub>  $\rightarrow$  Cancer

...

**FIG. 2B**

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**FIG. 3**

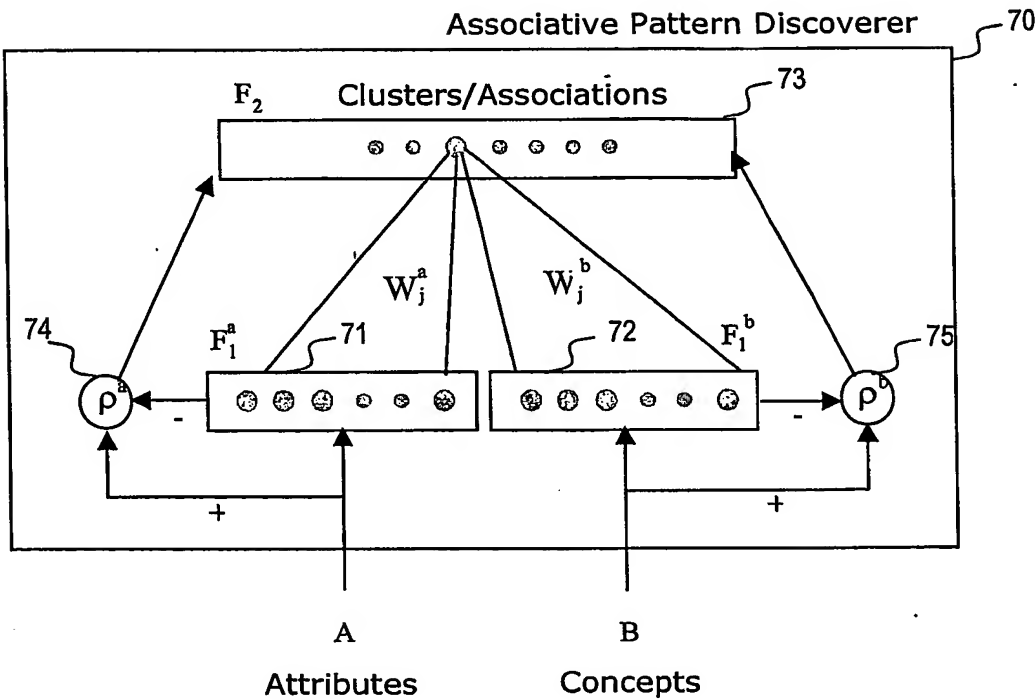


FIG. 4

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Category choice:  $T_j = \gamma \frac{|A \wedge W_j^a|}{\alpha^a + |W_j^a|} + (1-\gamma) \frac{|B \wedge W_j^b|}{\alpha^b + |W_j^b|}$

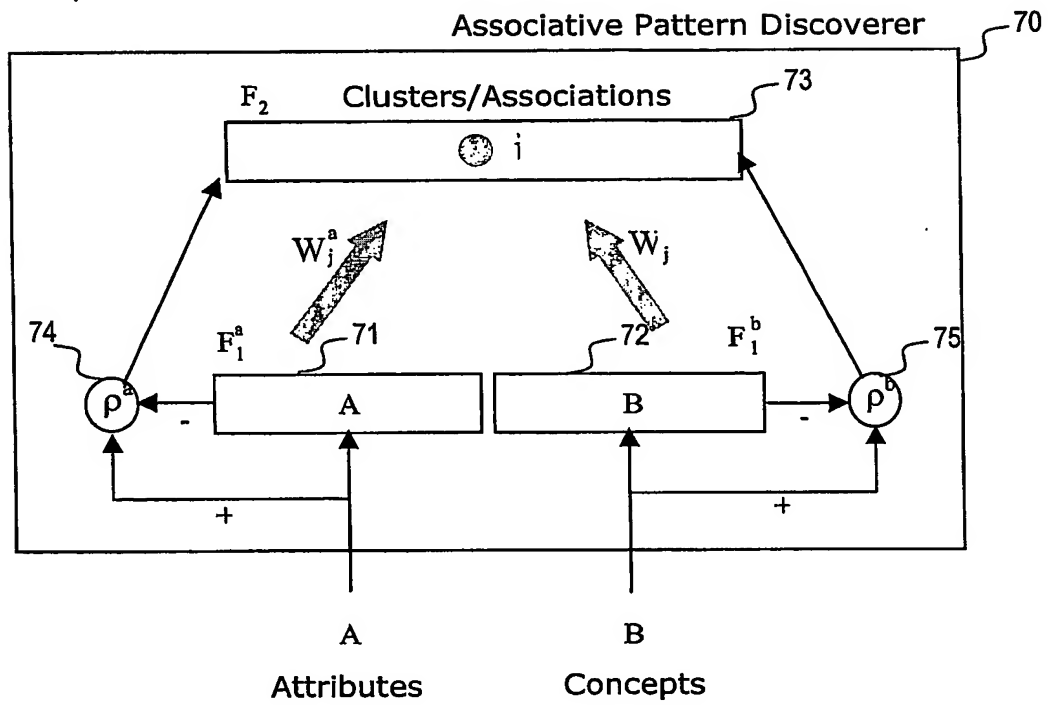


FIG. 5

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## Template learning

$$w_j^{a(new)} = (1 - \beta^a) w_j^{a(old)} + \beta^a (A \wedge w_j^{a(old)})$$

$$w_j^{b(new)} = (1 - \beta^b) w_j^{b(old)} + \beta^b (B \wedge w_j^{b(old)})$$

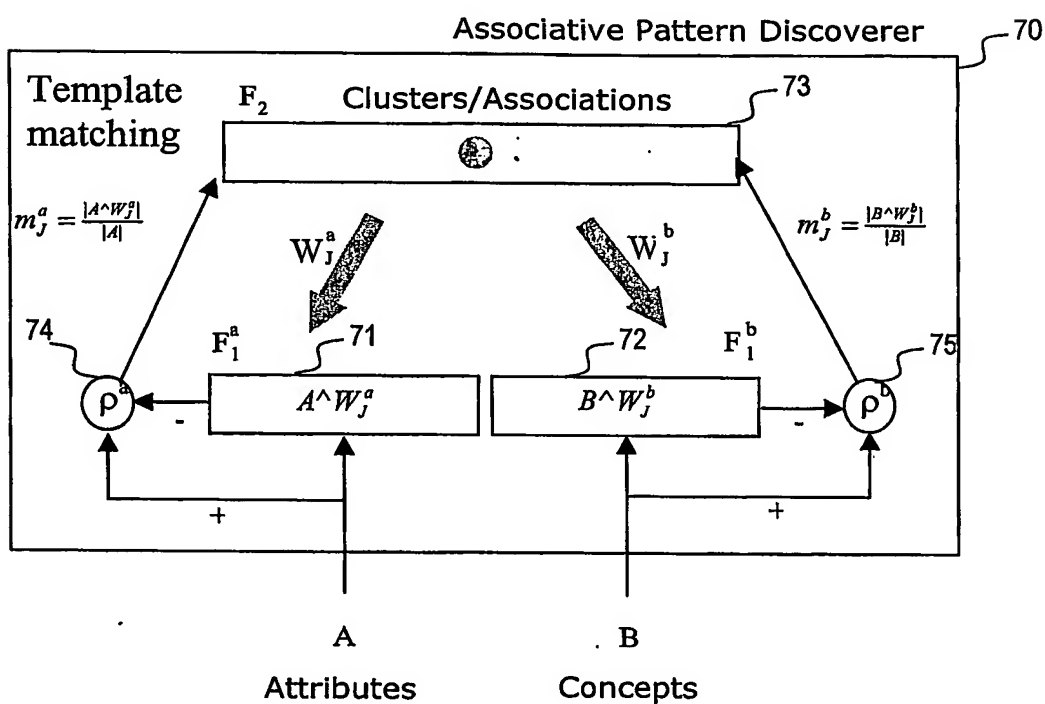
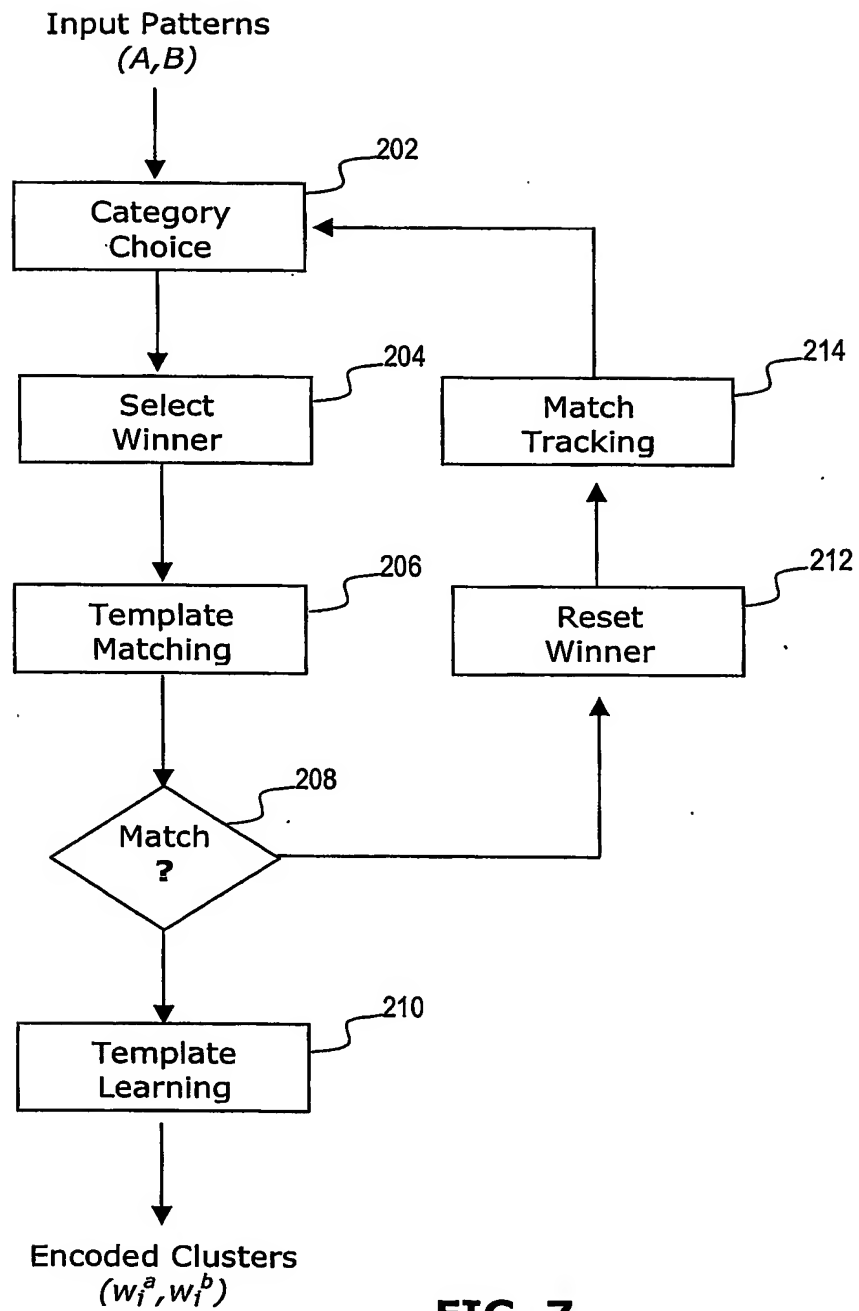
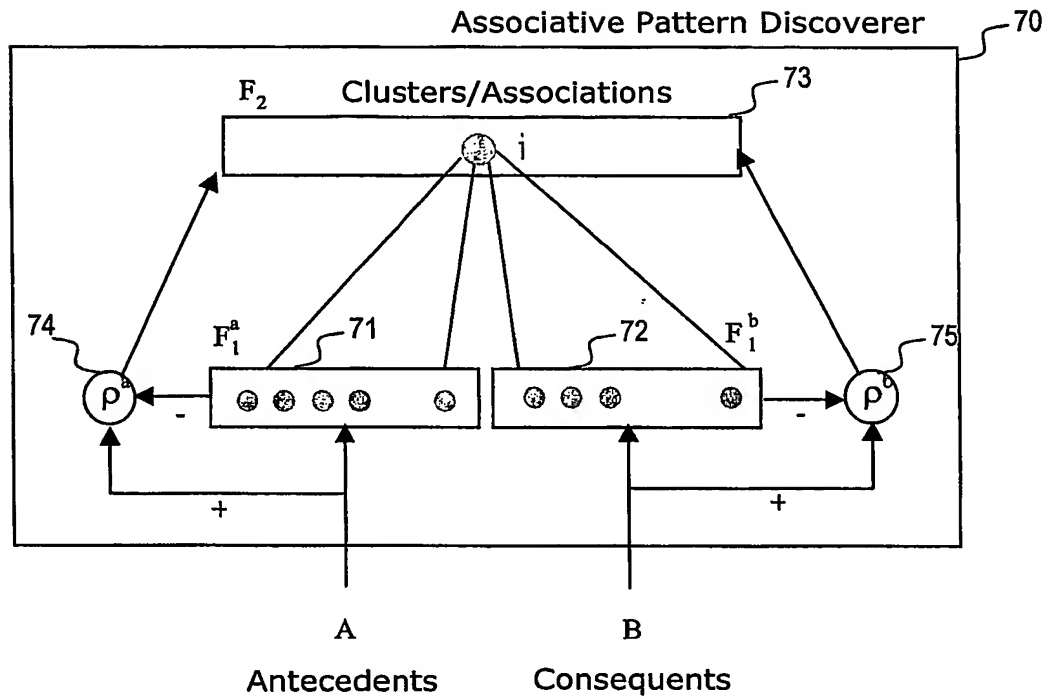


FIG. 6

**FIG. 7**





**FIG. 8**

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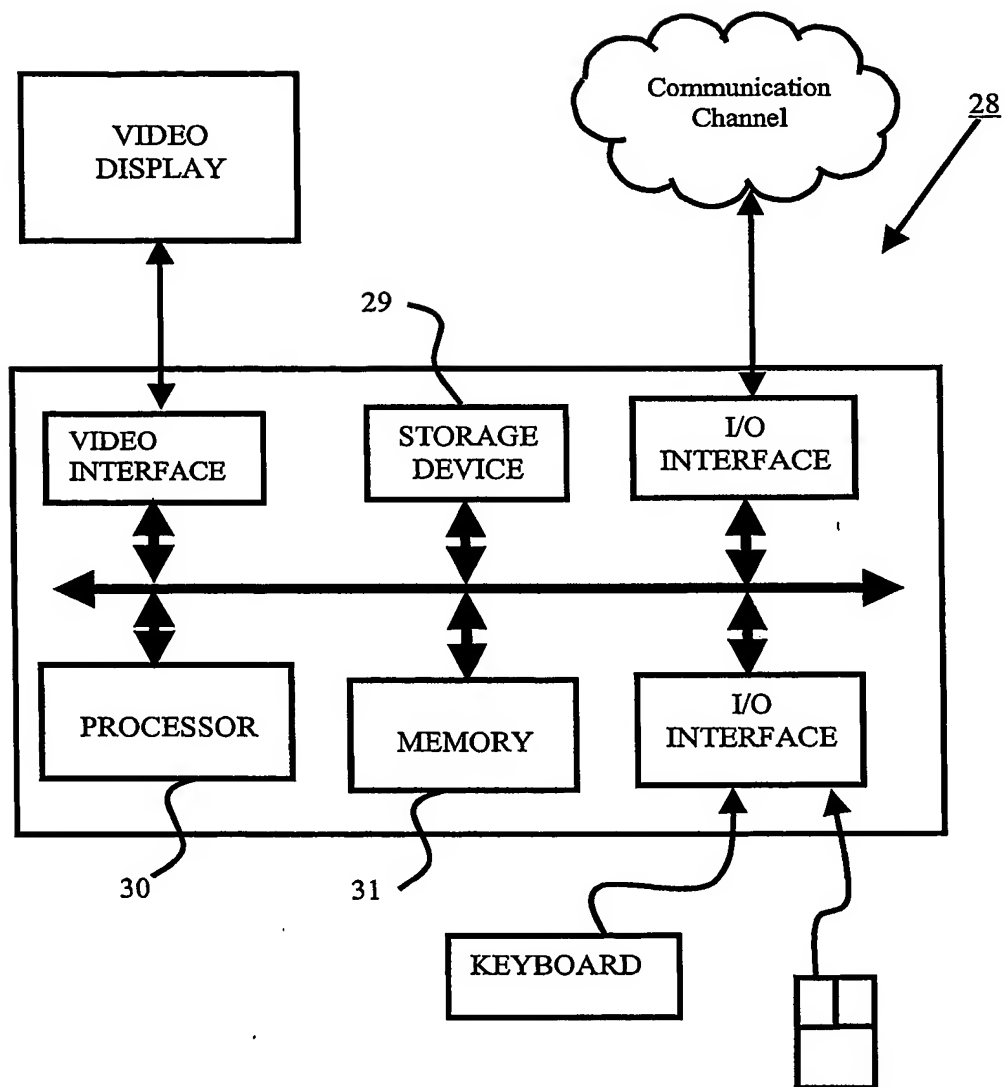


FIG. 9